The New Marketing Revolution

Lets take a quick stroll through the world of marketing to see what it was, what it became and what it now is Era 1 newspaper, magazines, radio broadcasts, direct mail, telemarketing, cold calling, television, infomercials Era 2 websites, banner ads, reciprocal links, ezine publishing, search engine optimization, pay-per-click, opt-in email, blogs... Enter Era 3 marketing via podcasts? Similar to the concept of opt-in email, podcasting takes full advantage of technology in reaching a pre-qualified, self-selected audience that craves the information and expertise a podcaster provides. Podcasting gives the strategy of establishing yourself as an expert a whole new playground.



Podcasting is the ultimate tool for reaching a fully-qualified target audience. A podcast is an audio broadcast published to the internet. The broadcast is delivered to subscribers via a feed, usually in an MP3 file format. For years consulting and service companies have realized that the way to a clients heart is through information sharing. Be it through trade shows, conferences, seminars, newsletters, or free articles, providing useful information on a topic that potential clients are interested in grabs them hook, line and sinker. When a prospect first subscribes to a podcast, they likely arent ready to buy products or services from the podcasters company. Chances are they are just getting their feet wet, searching for information. With useful information delivered via a podcast day after day, weekly or monthly, the receiver will realize the value of the expertise demonstrated. Thus, when they are ready to become buyers rather than browsers, the podcaster has the lead. As an advertising medium podcasts can be used just like a newsletter or press release. For instance, a tax consulting firm may publish a monthly newsletter giving updates on tax laws, information about tax shelters, tips for tax deductions and notification of available services. The newsletters will likely contain contact information and will encourage readers to contract the services of the tax consulting firm. A podcast can be used in the same way. The only difference is, the news **Find out more** and information is delivered via an audio broadcast rather than through an electronic **4 day masai mara safari** or print newsletter. There are many advantages to podcasting. In comparison to other types of advertising, it is relatively inexpensive. Podcasts are delivered to a targeted audience, leave a lasting impression on subscribers and establish the provider as an expert in the field. Regularly published podcasts keep the providers name and contact information fresh in the minds of the recipients and vast amounts of business can be obtained as a result.